



NHTSA's 2012 *Click It or Ticket*



In 2010, 22,187 passenger vehicle (SUV, pickup, passenger car, and van) occupants lost their lives in motor vehicle traffic crashes. Of those occupants, 51 percent were unrestrained. Data further shows that among passenger vehicle occupants killed, 18- to 34-year-olds have the highest unrestrained percentage at 62 percent. Unfortunately, the Memorial Day holiday period has shown to be a microcosm of the problem. During this holiday period for 2010, 57 percent of passenger vehicle occupants killed were unrestrained. Sixty-four percent of those occupants were killed in nighttime (6 p.m. to 5:59 a.m.) motor vehicle traffic crashes, and among them 66 percent were unrestrained.

National

- In 2010, nighttime (6 p.m. to 5:59 a.m.) crashes had the highest percentage of unrestrained passenger vehicle occupants killed, at 61 percent as compared to 42 percent of daytime crashes.
- Data further shows in 2010 that the time block midnight to 3 a.m. not only had the highest percentage of unrestrained passenger vehicle occupants killed overall but also the highest population of passenger vehicle occupants killed during nighttime hours of 6 p.m. to 5:59 a.m.
- The risk of being killed in a crash is nearly 3 times greater at night than during the day – when only 25 percent of the miles are driven (compared to 75 percent during the day based on distribution of vehicle miles traveled).
- Among passenger vehicle occupants killed, males were unrestrained at a rate of 56 percent, 13 percentage points higher than female occupants and 5 percentage points higher than the national percentage in 2010.
- Among passenger vehicle types (passenger cars, SUVs, vans, and pickups) in 2010, 65 percent of pickup truck occupants killed in motor vehicle traffic crashes were unrestrained, the highest percentage among any vehicle type.
- In 2010, rural areas had a higher percentage of unrestrained passenger vehicle occupants killed in motor vehicle traffic crashes at 53 percent versus 48 percent in urban areas.

18- to 34-Year-Olds

- Among passenger vehicle occupants killed in motor vehicle traffic crashes in 2010, data shows that 62 percent of 18- to 34-year-olds were unrestrained, the highest percentage among any age group.
- In nighttime motor vehicle traffic crashes, 18- to 34-year-old passenger vehicle occupants were unrestrained at a rate of 66 percent as compared to 54 percent in daytime crashes in 2010.
- Males 18- to 34-year-old were shown to have the highest proportion of unrestrained passenger vehicle occupants killed in motor vehicle traffic crashes at 66 percent versus female occupants at 54 percent in 2010.
- Among rural and urban areas in 2010, 18- to 34-year-old passenger vehicle occupants killed were unrestrained at a proportion of 64 percent in rural areas and 59 percent in urban areas.
- Data further shows that in 2010, 18- to 34-year-old passenger vehicle occupants killed in rural area motor vehicle traffic crashes at nighttime were unrestrained at a rate of 70 percent versus 62 percent in urban areas.



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Memorial Day

- Over the Memorial Day holiday period 57 percent of passenger vehicle occupants killed were unrestrained in 2010.
- From 2006 to 2010, the overall percentage of unrestrained passenger vehicle occupants killed went down by 1 percentage point. The overall total number of passenger vehicle occupants killed decreased significantly during the Memorial Day holiday period from 340 to 241.
- During nighttime hours, 66 percent of passenger vehicle occupants killed were unrestrained as compared to 42 percent of daytime occupants during the 2010 Memorial Day holiday period.
- Data also shows that, almost two-thirds (64 percent) of passenger vehicles occupants were killed in nighttime motor vehicle traffic crashes during the Memorial Day holiday period for 2010.

**Percentage of Unrestrained Passenger Vehicle Occupant Fatalities
During the Memorial Day Holiday Period**

